

## Brainstorming

This will help you to come up with a list of ideas for what to sell based on your research into your chosen audience

### **Step 1**

Grab a pen and paper, or open a text file on your device. Write down ideas as they come into your head. Don't try to 'qualify' any of your ideas at this stage. Just let the ideas flow! Try to come up with at least 15 ideas

### **Step 2**

Get a free mindmapping tool:

Mindmeister (the free version), or Freemind.

Now you can expand on the ideas you came up with in Step 1. To see how I do this, please refer to the video 😊